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Address all inquiries to:
J. Grant Lyons, Editor,
MARKETING ACTIVITIES,
U. S. Department of Agriculture,
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Evaluating Castor Beans For The Market

By C. B. Gilliland

A "new" agricultural product is gaining a foothold in the agricultural economy of this country. The castor bean, frequently used as a plant in ornamental gardens, is the vigorous newcomer. Suitable for production on both irrigated and dry land, the castor bean could, in a very limited way, help maintain farm income in some areas of the Southwest if cotton and peanut acreages are restricted.

In addition to the use that has made it anathema to small fry the world over, castor oil has many increasingly important industrial uses which provide a market demand in times of peace as well as during an emergency. Oil mills separate the oil and the "pomace," which is the fibrous portion of the bean. The pomace is used as fertilizer and the oil is further processed to make such familiar products as paints and varnishes or more modern materials such as plastics and jet engine lubricants.

In addition to such established and well publicized uses, there is a new market developing for castor oil in the manufacture of synthetic rubber.

Domestic Production Encouraged

Until recently most of the castor oil used in the United States has come from imports - either as oil or beans - from Brazil, and supplies have fluctuated erratically with the Brazilian crop. Minor imports have sometimes come from India and the Soviet Union. In order to meet the country's defense needs, the Commodity Credit Corporation, United States Department of Agriculture, during the past three years, has encouraged farmers to increase production by providing a market for the beans, as well as making available certain production and harvesting equipment. (A background article on this program and domestic castor bean production appeared in the March-April 1951 issue of "Marketing Activities.")

In addition, the Department, under the Agricultural Marketing Act of 1946, has underway a research project on castor bean characteristics and outturns--the amount and quality of oil available from different types of beans and different processing practices.

Farmers are already asking for answers to some of the questions that relate to the value of the beans. A method is needed that will make it possible for the farmer to be paid, and the processor to purchase castor

beans according to their true outturn value. There are numerous factors that could serve as indicators of outturn value. These factors are: moisture, foreign material, unhulled beans, cracked and broken beans, variety, and climate. (Marketing research has already led to minor changes in methods of determining market value, and these studies are continuing.)

Table 1.--Characteristics of castor beans indicative of their market value, 1952 crop

Variety	Samples	Unhulled beans	Cracked and broken beans	Foreign material	Moisture (clean sample)	Oil (moisture free basis)
	Number	Pct.	Pct.	Pct.	Pct.	Pct.
Baker #1	158	3.7	3.0	1.7	5.2	51.8
Baker #7	8	4.6	4.9	4.8	5.7	53.6
Baker #195	15	3.6	2.0	1.5	5.1	52.1
US 74	103	4.7	3.6	1.6	5.7	53.6
Cimarron	155	5.5	4.0	1.8	5.6	55.4
Conner	256	4.9	5.2	1.6	5.7	53.8
All varieties	695	4.7	4.1	1.7	5.6	53.6

Source: Fats and Oils Branch, PMA

The importance of some of the factors in evaluating castor beans is easily determined. Moisture and foreign material have no economic value and so their role in the evaluation process is easily ascertained. With other factors, however, it is difficult to determine their relative importance. For example, oil obtained from cracked and broken castor beans in laboratory tests was slightly lower in quality than oil obtained from whole, sound beans. On the other hand, cracked and broken castor beans were found to contain 6.3 percentage points or 11.5 percent more oil than did whole, sound beans. When castor beans are cracked or broken, part of the seed coat is lost. As the seed coat is heavy, and contains practically no oil, the remaining part of the bean shows a higher percentage oil content. As an aid in determining the proper weight to give cracked and broken beans in the evaluation process, samples are currently being taken from storage lots.

Castor Beans Retain Quality in Storage

Castor beans store well enough so that after 12 months in storage cracked and broken beans, as well as the whole beans, still yielded oil that met National Stockpile Specifications for No. 1 oil. The results of current studies should serve to indicate how long castor beans can remain in storage and still maintain their quality.

Variety plays an important role in determining the outturn value of castor beans. For example, the difference in oil content between samples of the Baker No. 1 variety (mostly grown under irrigation) and the Cimarron variety (mostly grown on dry land) is great enough to cause outturns to vary 64 pounds per ton in favor of the Cimarron variety. At a price

of 20 cents per pound, variation in outturn value after adjusting for the value of the pomace would be approximately $12.00 per ton. The Cimarron variety proved to be the highest oil yielding commercial variety during both 1951 and 1952. Average oil content of all varieties was 54.4 percent (moisture free basis) in 1951 and 53.6 percent in 1952.

New Industry Has Many Problems

As with all new industries, the castor bean industry has many problems to be solved. The processors' task is to recover as much oil as possible and still maintain efficient operations. The fact that a ton of beans contains 1,000 pounds of oil is no indication that the entire 1,000 pounds of oil will be recovered at the processing plant. Oil yields at the mill vary considerably.

According to the Bureau of the Census, during the period February 1952 to September 1952 the range in oil yield between mills averaged 141.5 pounds per ton of castor beans crushed. At the assumed price of 20 cents per pound, this variation in oil yield is the equivalent of about $28 variation in outturn value per ton. Oil yield also varies considerably from month to month at individual mills; the range was 95.4 pounds per ton of castor beans crushed during the same period, February 1952 to September 1952. This is the equivalent of about $19 variation in outturn value per ton.

Expansion of Domestic Production Favored

Most of the castor beans produced in this country are grown in the States of California, Texas, Oklahoma, New Mexico, Arkansas, and Arizona. Recent developments favor expansion of the industry in these States. Yields are increasing, with some production costs decreasing. New hybrids have made it possible to increase the yield of beans per acre by 15 to 35 percent over the inbred lines. The development of combines to replace hand harvesting in many areas and the improvement of hullers aid materially in reducing production costs.

Processing capacity of those mills that processed beans of the 1952 crop was adequate. Their capacity, operating 92 percent of the time, is equal to 175,000 tons per year. In comparison, annual castor bean crush during the 5 calendar years, 1946 to 1951 (mostly from imported beans), varied from 86,000 to 147,000 tons. Domestic production for processing from the 1952 crop amounted to about 13,000 tons. Imports of beans during that milling season amounted to 70,500 tons, in addition to about 56,000 tons of castor oil, or total imports amounting to an equivalent of approximately 182,000 tons of castor beans.

Report To Be Made Later

Information is available as a result of this study which should be of some assistance in meeting mutual problems of farmers and buyers in the marketing of the domestic castor bean crop. Both are concerned with market value, which is dependent upon the quantity and quality of oil that can be obtained from an individual lot of beans.

Truth-In-Labeling Laws Boost Crop Seed Quality

By W. A. Davidson

Good crops are dependent upon several basic things including soil fertility, weather, and the seed. It's hard to single out any one of these factors as the most important. But, it's certainly true that if the seed is no good the soil fertility and investments in labor and capital are wasted. Fortunately for farmers, there are programs, operated by both Federal and State agencies, designed to prevent misrepresentation in the commercial sale of seeds.

A protective service on farm crop seeds, one of the oldest regulatory services for the protection of farmers, stems back to the original Seed Importation Act passed in 1912 following the discovery that large quantities of so-called adulterated seed and low quality seed were being imported into the United States. Following a suggested uniform State seed law, developed by the Association of Official Seed Analysts and the American Seed Trade Association in 1917, many of the States required the labeling of seed sold within the State. In 1926 an amendment to the Federal Seed Act was enacted to prevent false labeling and false advertising of seed in commerce between the States. A new law was enacted in 1939 which made labeling of seed in interstate commerce compulsory, strengthened the disciplinary provisions and materially extended the scope of the act as it pertained to imported seed. The Federal Seed Act, which regulates interstate and foreign commerce in seeds, is administered by the Seed Act Division, United States Department of Agriculture.

Federal and State Laws Administered Cooperatively

The provisions of the 1939 Seed Act pertaining to interstate commerce were designed to dovetail with the laws in the States. It has been administered to avoid duplication on the part of State and Federal officials. A memorandum of understanding designed to provide a basic working relationship between each State and the Federal Government in seed law enforcement has been approved and signed by officials of each of the 48 States. As a result over 300 State inspectors sample seed subject to the Federal Act. This Federal-State relationship has resulted in a marked improvement in the administration of the State seed laws as well as giving strength to the administration of the Federal Act.

Approximately one-third of the violations investigated under the Federal law involve noxious-weed seeds. An equal proportion of the cases involve false labeling as to germination. These two items represent the largest proportion of violations and therefore are in need of study for the purpose of further improvement.

The Act requires seed shipped in interstate commerce to be labeled or otherwise comply with the noxious-weed seed requirements of laws and regulations of States into which the seed is shipped. In other words, USDA enforces the provisions of State laws and regulations pertaining to noxious-weed seeds with respect to seed moving in interstate commerce. This makes efforts to restrict the dissemination of noxious seeds within a State more effective.

Weed Seed Restrictions

Noxious-weed seed restrictions in the State laws and regulations sometimes seem to have been arrived at without due consideration of the practical problems involved and the extent to which dissemination of the same noxious weeds are permitted by other means. In some instances, it is difficult to determine precisely what the State law and regulations provide in the way of restrictions expected to be complied with in interstate commerce. Since 1946 the Seed Act Division has recommended a reduction of the total list of noxious-weed seeds from approximately 140 to 40, with uniformity within each of 8 regions established on the basis of environment and cultural practices. Some initial progress is being made in a number of States to adopt these regional recommendations. Difficulty has been encountered, however, because of lack of agreement among interested persons with respect to the goal being sought and the practical possibilities of its attainment. Thorough enforcement of uniform, practical restrictions against the most serious noxious-weed seeds would be more beneficial to agriculture generally than the somewhat sporadic enforcement of the complex restrictions which now exist among the States. Production of noxious-weed seeds must be reduced if their dissemination is to be reduced.

Germination Requirements

The germination ability of seed is a fleeting thing. The speed with which seed loses its germination varies between kinds, but primarily is determined by the moisture content and temperature in storage. To say that a particular kind of seed will retain its germination for one year, two years, or three years, is entirely without meaning unless the conditions with respect to moisture and temperature are understood. As seed reaches the end of its viability, certain abnormalities develop in the seedlings that may be produced. The degree of abnormality which may be permitted in considering the germination percentage of any lot of seed is a difficult thing to determine and difficult to define. This combination of circumstances contributes to the high proportion of Federal Seed Act violations that involve germination.

There should be more general use of the knowledge and equipment that will result in seed retaining good germination longer. Drying seed, unfortunately reduces the total weight, but it prolongs the life of the seed. The Seed Act Division previously has suggested that seed be traded on the basis of a standard moisture content with discounts in price, or pounds, for moisture in excess of that considered suitable for storage at normal temperatures.

Prior to the 1930's most official seed testing laboratories devoted their time to service testing for farmers and seedsmen. During recent years the functions of these laboratories have materially changed so that in many States the official testing is primarily for the purpose of enforcement of the seed laws. Service testing is done more and more by commercial or private seed testing laboratories. This shift has been somewhat painful due to lack of trained seed analysts. There have been joint efforts to encourage the training of more seed analysts. These efforts have not been immediately fruitful, but this does not justify giving them up. One of the chief drawbacks appears to be the inability of seed analysts to obtain incomes which compensate for the training necessary to test seeds efficiently.

Research on Seed Analyses

As the result of a research project initiated by USDA to bring about greater uniformity in the results of seed analysis tests a seed testing manual was published and seed testing schools have been conducted throughout the country. Some States are doing very constructive work along these lines. Persistent efforts should gradually relieve the need for more competent seed analysts.

The research project has shown that variations in results of tests are often due to differences in samples obtained from different portions of one lot of seed. This can be overcome only by more uniform blending of seed lots--a matter which warrants some rather careful research. Preliminary studies show only 20 to 25 percent of seed lots on the market are uniformly blended.

In the administration of the Federal Seed Act agricultural seeds have been tested for variety to some extent since 1930. Plantings for trueness-to-variety of vegetable seeds were started by the Seed Division in 1922. Several States have carried on testing for varietal purity. These tests in recent years have brought some State officials to the conclusion that methods of testing for varietal purity are just as necessary as methods for testing for germination. In fact, several States now require by law that seed shall be labeled as to variety. Under Federal law this requirement applies to vegetable seed only, but any labeling as to variety of agricultural seed is required to be truthful and confined to the recognized variety name. The Seed Act Division considers correct labeling as to variety the most important factor in the labeling of seed.

What Is a "Variety"?

There has been a great deal of confusion with respect to the significance of a variety name. "Variety" is defined under the Federal Act to mean "a subdivision of a kind which is characterized by growth, plant, fruit, seed or other characters by which it can be differentiated from other sorts of the same kind; for example, Marquis Wheat, Flat Dutch cabbage, Manchu soybeans, Oxheart carrot, and so forth." A variety name serves simply as a substitute for the enumeration of several characteristics. A certain variety of vegetable, for instance, may be red in color, round in shape, tart in flavor, early in maturity; whereas, another

variety may be white in color, elongated in shape, sweet in flavor, and late in maturity. A simple variety name applied to each avoids the necessity for enumerating these characteristics whenever reference is made to the variety. Having once determined the characteristics that are to be associated with a certain variety name, it is necessary that there be an understanding among producers, dealers, and consumers with respect to the characteristics associated with that name.

It is contended by some that seedsmen should be permitted to use their own or a firm name or brand in association with variety names on the ground that the care given to processing and handling and packaging justifies associating the variety name with the firm. This defeats the intent of the variety name which serves to identify genetic characteristic which cannot be changed by processing or other handling performed in a seed processing plant.

Some variety names have been registered as trade-marks in the belief this would prevent others from using the name. A variety name of a plant reproduced by seed is not eligible for registration as a trade-mark. The inadvertent registration of such a variety name by the U. S. Patent Office does not deprive others of the right to use that name when applied to the proper variety. Under the Federal Seed Act the correct variety name must be used whether or not the name is registered as a trade-mark.

State Certification

Official State seed certification, no doubt, provides the most dependable source of seed pure as to variety. This does not mean that non-certified seed is necessarily nondescript or falsely labeled as to variety as some reports would seem to imply. Nor should non-certified seed that is falsely labeled as to variety be permitted simply to encourage the buyer to patronize the handler of certified seed.

Seed laws are primarily truth-in-labeling laws, based on the assumption that when the truth is known, buyers of seed, generally, will be able to select the quality they desire and will discriminate against seeds of low quality. The soundness of this has been established. As the correctness of labeling has improved through the years, the average quality of seed offered for sale has likewise improved.

Violations Show Decrease

Surveys show the proportion of lots of seed that violated the State seed laws averaged 18 percent in 1946 and 8 percent in 1951. Half of this seed moved in interstate commerce and 5 to 6 percent of it was in violation of the Federal Seed Act. In 1951 the individual States sampled an average of about 1,800 lots of seed. Roughly, it is estimated that between 5 and 10 percent of the seeds handled through commercial channels are sampled by State inspectors. Whether this is adequate is a matter of opinion. But there can be no doubt that the labeling as well as the quality of seed in commercial channels has vastly improved as a result of the current seed laws.

USDA Moves To Aid Cattlemen

By David M. Pettus

Probably the most pressing agricultural problem in recent months has centered around the unusually severe drop in livestock prices. Movement of cattle off farms and ranches increased greatly this year as the 4-year build-up in the Nation's cattle herd came near to a halt. Accentuating this heavier marketing was the widespread drought which forced farmers and ranchers to speed up the movement of cattle from their herds. This shift from relatively small marketings in 1952 to unusually large ones in 1953 created a serious price problem for most cattlemen.

However, during the period that this situation was developing, the U. S. Department of Agriculture has been operating on several broad fronts in efforts aimed at bolstering cattle prices to producers and relieving them of some of the distress caused by drought. The Department's campaign has taken several forms--heavy purchases of beef products to remove some of the surplus of lower grades from normal trade channels and additional purchases for export under a Foreign Operations Administration program, intensive merchandising efforts to move all the beef possible through regular commercial channels, feed assistance in drought areas, credit assistance for financially pressed cattlemen both in and outside drought areas, and emergency rail rate reductions for both feed moved into drought areas and cattle moved out to grazing.

Beef buying and merchandising were designed to broaden the outlets and consumption of beef to help move the greatly increased production this year. The feed, credit, and rail rate operations were aimed at helping legitimate cattle producers in drought-stricken areas to keep their foundation herds and thus to stay in their life's business.

Some phases of the Department's overall program already have proved effective. Another phase is even now in full swing. And, some final results of other phases of drought relief activities may not be fully known for some time. This is an opportune time, however, to explain the various steps which have been taken and report on results so far.

USDA purchases of beef products started last spring with the buying of several million pounds of meat for export under FOA and purchases under Section 32 for the school lunch program and other special distribution. Concurrently with the purchase program, the Department carried on a remarkably successful drive to market more beef through regular commercial channels. This campaign had its genesis last March, when, at the suggestion of the Livestock Industry Advisory Committee, the Department threw the machinery of its Plentiful Food Program into gear to help the

cattle industry move beef through regular trade channels.

With the Department acting as a coordinating agency, all segments of the industry--from cattle producers to retail food stores--and related groups began an intensive merchandising program to stimulate beef consumption. The response was splendid. Radio and television stations allotted considerable time and space to livestock groups, representatives of Federal and State agencies, and consumer panels for extolling the merits of beef. Newspaper and magazine food editors passed on to readers menus and new suggestions for using beef. The National Livestock and Meat Board and the American Meat Institute backed up the overall campaign with national advertising. Various packer, wholesaler, and retailer organizations distributed kits of advertising materials to bring the campaign into focus at the point consumers buy--the retail grocery store.

Beef Consumption Increased

The results of this joint effort of government and free enterprise can be measured by the fact that the public has bought beef at a rate never before equaled in the history of this country. Consumption this year rose nearly thirty percent. The Department now estimates that per capita consumption of beef this year will be the highest of record--75 pounds on the average for every man, woman and child in this country. The previous record high of 73 pounds per person was registered in 1909.

Even with this increased flow of beef into consumption, however, it became apparent in early summer that cattle producers still faced a difficult problem this fall, particularly in the marketing of the lower grades of grass cattle and cows. About the first of July, the Department announced a greatly increased beef purchase program aimed at diverting as many as possible of the lower grade cattle from normal marketing channels.

The planning for this diversion project covered about 180 million pounds of beef and beef products; most of it to be used for school lunch and institutional distribution in the United States. Another 20 million pounds was for overseas use under the FOA program. Later, FOA allocated $10 million to finance additional shipments of beef abroad. This brought the total to about 220 to 225 million pounds of beef and beef products to be taken out of normal trade channels through this operation.

750,000 Lower Grade Cattle Diverted

To provide this quantity of beef for these outelts, processors will require the beef from the slaughter of well over three-quarters of a million head of cattle, mostly U. S. Commercial and lower grades. In order to take the cattle out of the market during the period of greatest need, the beef purchases were timed to have the greatest effect during the fall peak marketing season for grass cattle. While contracting for beef products began at a stepped-up weekly rate in July, the program was planned to require the procurement of cattle and beef during the period of heaviest marketing. During the first six months of contracting (April-September) about three-fifths of deliveries for domestic distribution were scheduled for October and November, with the requirement that the beef be pro-

cured and in coolers by November 15 for deliveries after that date. Later, this date was extended to December 15 for deliveries through March.

As of November 9, 1953, contracts under the program call for the delivery of 196,580,771 pounds of beef and beef products. While delivery on the first contracts was made earlier, more than 90 percent will be processed from cattle slaughtered in the October-December period. On contracts still being made, beef must be procured before December 15.

Diversion in Full Swing Now

In accordance with planned schedules the largest diversion of cattle is in full swing, and the major effects of the procurement is being felt in the market now. This procurement operation has not been a price support program as such, but the buying has been aimed at strengthening market prices by stimulating the competition among buyers for cattle in the market place.

Because the price problem was greatest for lower grades of cattle, the aim has been to buy products made from U. S. Commercial and lower grade carcasses, with emphasis on U. S. Cutter and Canner grades.

The three products included in the purchase program are hamburger meat, frozen carcass beef and canned beef. The specifications for hamburger, being purchased for domestic distribution, call for U. S. Commercial grade carcasses. The frozen carcass beef for FOA export is U. S. Utility grade. The canned beef for both the FOA and domestic programs is made chiefly from U. S. Cutter and Canner carcasses. As an indication of the extent to which these lower grades are being taken out of normal trade channels, USDA estimates that the equivalent of nearly one-half of the Cutter and Canner cows marketed during the period October-December 15 will be required to fill the canned beef under government contract. Unquestionably, the diversion of this large a percentage of these two grades of cattle is having a pronounced price effect on these grades.

Drought Relief

As pointed out before, the widespread drought was a seriously complicating factor in the cattle market this year. The hardest hit area was the Southwest which had not had normal rainfall since 1950. Following a personal inspection trip, Secretary of Agriculture Ezra Taft Benson described conditions there as "simply appalling." The drought also extended into several midwestern and southern States.

On June 26, representatives of the livestock industry, farm credit field, and retail food trade were invited to a drought conference in Washington. That same day Secretary Benson asked the President to declare a Disaster Area, a suggestion followed by the President on June 27. On June 29, following his personal inspection tour, the Secretary designated 192 Texas and Oklahoma counties as eligible for Federal disaster relief. Subsequently designated were counties in New Mexico, Colorado, Missouri, Arkansas, Nevada, Kansas, Tennessee, Kentucky, Mississippi, North Carolina, and Virginia.

Feed was made--and is still--available to farmers from government-owned stocks in the Disaster Area at the following prices: Corn, $1 per bushel; oats, 50 cents per bushel; feed wheat, $1.10 per bushel; and cottonseed meal or pellets, $35 per ton. Eligibility to purchase feeds at the reduced prices has been determined by Country Drought Emergency Committees consisting of a prominent farmer, a local banker, the county agricultural agent, the chairman of the County Agricultural Stabilization and Conservation Committee, and the county supervisor of the Farmers Home Administration. Funds have also been made available to the States to help defray part of the cost of transporting hay into the drought area. The operation of the hay program is under the direction of the respective State governments.

Credit Made Available

For those farmers and cattlemen who need Federal credit to meet operating expenses, emergency livestock loans have been made available. The loans are being made in amounts of $2,500 and more, at 5 percent interest, for periods up to 3 years, for the purchase of feed, seed, and for meeting other operating expenses. The loans can be renewed if renewal is found to be in the best interests of the farmer and the Government. The loan funds cannot be used to refinance debts the farmers already owe.

Railroads Cooperate

At the request of President Eisenhower and Secretary Benson, railroads serving the Disaster Area have backed up the Government's drought relief measures. The railroads, for example, lowered freight rates on feed moving into the drought area by 50 percent. This action was followed by a 50 percent reduction in the round-trip rate for the movement of livestock from designated drought areas to grazing sections in certain States and return. Railroads also agreed to make a 50 percent reduction in their freight rates for moving hay into the drought disaster areas.

To get the drought relief program under way, President Eisenhower initially made $8,000,000 available from his disaster fund. Subsequently, the President made another $10,000,000 available for use in the drought emergency program. Public law 175, 83rd Congress, approved July 31, 1953, provided a total of $150,000,000 in relief funds of which $40,000,000 was earmarked for emergency feed and seed assistance $20,000,000 for production assistance loans to further drought relief and the remaining $90,000,000 for special livestock and economic disaster loans to be made by the Farmers Home Administration, USDA.

Assistance Provided So Far

Through November 6, 1953, over $38,000,000 of the $40,000,000 provided had been obligated under the emergency feed program. Through the same date 4,353 production disaster loans amounting to $6,512,000 had been made in designated drought States and 1,483 special livestock loans totaling $15,032,700. In addition 536 applications, covering $7,886,951, were pending for the latter type loans.

Pecans Are Plentiful

By William J. Park

How would you market a crop - half of which grows wild, the other half cultivated - with a prospective supply in excess of that utilized in any previous year? That's the problem now confronting the pecan industry.

Growers, handlers, shellers, and processors of pecans have a major job ahead of them for the current marketing year--to sell a pecan crop of record size without a sharp and painful drop in prices paid to growers.

To help the pecan industry with this problem, the United States Department of Agriculture, at the request of the industry, is urging the food trades, food editors, and other interested groups to lend their support in stimulating increased consumption of pecans. A special Plentiful Foods Program for pecans is now under way, with particular emphasis being directed to the period of December 3 through December 19.

Pecans, of the wild and "improved" or cultivated varieties, are All-American tree nuts; entirely grown and consumed in North America. A fourth of the crop is used by farm households or marketed in-the-shell each year; the remainder is marketed as shelled pecans to bakers, confectioners, ice cream makers, salters (for fancy nut counters) and to housewives for family use, in and out of the kitchen.

The wild or "seedling" type of pecan grows predominately in the Southwest part of the country; frequently an overabundance is produced one year and a short crop the next year. During the same year, there can be a bumper crop in one section and practically no crop in another section of the same State. The seedling pecan is smaller than the cultivated (or improved) type, but its flavor and firm meat make it especially adaptable for the baker, the confectioner, and the ice cream manufacturer. Practically all seedling pecans are marketed shelled.

The improved varieties of pecans are the direct result of careful grafting or budding. Most of this crop grows in the Southeastern States. Practically all in-the-shell pecan sales to consumers are made from the improved varieties. As the shell of the improved pecan is generally thinner and the nut is larger than the seedling, its meat yield is greater. Where appearance is of importance the "improved" nut generally takes precedence because of its size. These are the favorites at the fancy nut counter, the chain store, and the store on-the-corner.

The pecan, itself, minimizes the marketing problem to some extent. When you think of pecan pie, pecan rolls, pralines, cookies, ice cream, and other treats you probably wish your problems tasted that good.

Marketing Briefs

(The program announcements summarized below are more completely covered in press releases which may be obtained on request from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C. by citing the code number given at the end of each item.)

Cotton.--Expressing his personal concern over the hardship the recently announced COTTON acreage allotment will impose, Secretary of Agriculture Ezra Taft Benson formally announced he would recommend a reasonable increase in the allotment as soon as Congress reconvenes.(2689). USDA has offered to buy 1953-crop COTTONSEED MEAL. (2748).

Dairy.--USDA has purchased 636,000 pounds of processed CHEDDAR CHEESE and requested offers for an additional 1,700,000 pounds for the Foreign Operations Administration. (2536). Action was taken on the following milk marketing orders: NEW YORK, (2756 and 2759); SPRINGFIELD, Mo., (2634 and 2778); ST. LOUIS, (2667 and 2664); MEMPHIS, (2665); CHICAGO,(2598); Wichita, (2626); CINCINNATI, (2638); TRI-STATE, (2666); CENTRAL WEST TEXAS, (2677); NEOSHO VALLEY, (2673); MINNEAPOLIS-ST. PAUL,(2668); KANSAS CITY, (2695); and TULSA-MUSKOGEE, (2777).

Fats and Oils.--Support prices for 1953-crop TUNG NUTS ($63.38 per ton) and TUNG OIL (23.9 cents per pound) have been announced. (2711). Broader markets for FATS and OILS are being sought through a new research contract between USDA and a private firm under the AMAct. (2549).

Fruits and Vegetables.--USDA cooperation in a drive for increased consumption of POTATOES has been urged by that industry. (2641). An export payment program for ORANGES and GRAPEFRUIT, fresh and processed, has been announced. (2611). USDA has sold 98,000 pounds of HONEY for export (2536) and the 1953 export program for HONEY has been terminated. (2536). CCC also announced the purchase of 1,098,000 pounds of HONEY for FOA. (2563). USDA has purchased 4,999,980 pounds of DRIED PRUNES and 2,812,515 pounds of natural RAISINS for FOA (2546); 4,020 pounds of DRIED APRICOTS for the school lunch program (2754) and authorized purchases of shelled PECANS for the latter and other eligible outlets. (2589). Changes in US standards for BRUSSELS SPROUTS have been proposed (2654) and time for comments on proposed PEELED WHITE POTATO STANDARDS has been extended. (2566).

Grain, Hay and Seeds.--The WHEAT Industry Advisory Committee has recommended a two-price support program for that commodity. (2547).Secretary Benson has announced that there will be NO marketing quotas for 1954-crop CORN, but acreage allotments probably will be proclaimed later. (2653). Price support rates for 1954-crop FLAXSEED ($3.14 per bushel, national average), have been announced. (2579). Price supports for OATS, BARLEY, RYE, and GRAIN SORGHUMS from 1954 crops at 85 percent of parity also have been announced. (2578). RICE export allocations have been ended by USDA. (2608). USDA is purchasing DRY BEANS and RICE for FOA and an additional quantity of the former for the school lunch program.(2577).

ABOUT MARKETING

The following addresses and publications, issued recently, may be obtained upon request. To order, check on this page the publications desired, detach and mail to the Production and Marketing Administration, U. S. Department of Agriculture, Washington 25, D. C.

Addresses:

Let's Get on With the Job, by John H. Davis, Asst. Secy. of Agriculture, before the 34th Annual Meeting of the Dairymen's League Cooperative Assn., Onondaga County, Syracuse, N. Y., Oct. 8, 1953.

Agriculture in a No-Peace-No-War Period, by John H. Davis, at the First Annual Minnesota State Mechanical Corn Picking Contest, Delavan, Minn., Oct. 10, 1953.

Publications:

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